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Gloeckner
**FLOWER SEEDS
SUMMER
1940**

FLORISTS' FLOWER SEEDS FOR SUMMER SOWING

In the following pages you will find a complete list of Summer flower seeds, alphabetically arranged with short descriptions to make your seed buying a minimum of effort.

In compiling this catalog we have taken into consideration type, productiveness and commercial value and have listed only those varieties that are considered best in their class.

The name *Gloeckner* has long been associated with the seed trade and it is our wish to identify it as a standard of quality for many years to come.

We shall use every effort to supply such seed.



This label, a facsimile of our spring catalog cover, with the year plainly marked, will be attached to every package of seed, and is your guarantee that the seed therein is fresh from this year's crop.

BUSINESS TERMS

2% — 10 days — 60 days net

Prices in this Catalogue are subject to change without notice.

All goods are offered subject to Crop Failures, Shortage or other causes beyond our control, and to being unsold on receipt of order.

The prices in this catalog are for the trade only. For your own protection do not lend this catalog to anyone not entitled to Florists or Wholesale prices.

Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

We, Fred C. Gloeckner & Co., Inc., give no warranty, expressed or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out, and will not be responsible for the crop. If the purchaser does not accept the goods on these terms, they are at once to be returned.

15 East 26th Street, "At Madison Square", New York

Telephones: LExington 2-4994 - 4999



ANTIRRHINUM – Snapdragons
WINTER BLOOMING—For Greenhouse Culture
NEW VARIETIES

	Tr. Pkt.	3 Tr. Pkt.
Ethel—Large flowering, pure golden yellow, Winter blooming, good stems	\$1.50	\$4.00
Ivory—White; slightly suffused orchid near the stem. Lip tinted lemon yellow. These shadings are very delicate....	2.00	5.00
Jersey Maid—Large medium pink flowers with light shading; Early	2.50	
Lilac—(Windmill)—Excellent orchid; early. Hard wiry stems; small foliage	2.00	5.00
Maid of Mars—Exceptionally fine clear pink	3.00	
Mary Ellen—Early, light rose pink with strong, long stems....	2.00	5.00
Shaffroth's Early Pink—Clear rose pink; large flowers, strong straight stems	2.00	5.00
St. Louis Early Pink—Beautiful shade of flesh pink; well placed flowers on wiry stems	2.00	5.00
Yellow Wonder—(Bezdek)—Early blooming; bright yellow; good producer on long stems	2.00	5.00

STANDARD VARIETIES

	Tr. Pkt.	3 Tr. Pkt.
Afterglow—Golden orange	\$1.00	\$2.50
Bertha Bauer—Early lavender	1.50	4.00
Ceylon Court—Standard earliest yellow	1.00	2.50
Christmas Cheer—Shades of pink	2.00	
Cheviot Maid Supreme—Best deep rose	1.00	2.50
Coates' Yellow Perfection—Deep Yellow	1.00	2.50
Daybreak—Briarcliff rose pink	1.50	4.00
Embers—Orange red	1.00	2.50
Gilbert's Bronze Beauty—Lovely bronze color; clean foliage; early	1.50	4.00
Gilbert's Pink Supreme—Beautiful pink color, several shades deeper than Cheviot Maid Supreme	1.50	4.00
Glorious—Redish bronze	1.50	4.00
Hodaly's Ideal.....	2.00	5.00
Kirkwood Beauty—Bronze orange	1.00	2.50
Lavender Rose—Good lavender; enough rose to blend well with other colors	2.00	5.00
Lucky Strike—White. Plant early.....	1.00	2.50
Maiden's Blush—Pink suffusion over white	1.50	4.00
Marie Louise—Seashell pink	2.00	5.00
Miss Wooster — Dazzling rich dark bronze. Early blooming. Heads are large and compact	1.00	2.50
Marion White—Fine clear white	1.50	4.00
Milady—Bright pink	1.00	2.50
New Cincinnati—The finest light rose	1.00	2.50
New Dawn—Golden orange	1.00	2.50
New Deal—Early, fragrant, golden bronze	1.00	4.00
Peggy Schumann—Pink, on strong, sturdy stems	2.00	5.00
Radiance—Valuable large-flowered pink	1.00	2.50
Roman Gold—Bright coppery yellow	1.00	2.50
Rose Orange—Afterglow color. Strong stems	1.00	2.50
"Rose Pink" Cheviot Maid—Early blooming	1.50	
Rose Queen—Deep rose-pink	1.00	2.50
Schrock's Orchid—A true Orchid shade	1.00	2.50
Schumann's Lavender—Strong, sturdy stem; large flowers. For best results must be pinched low while still in small pots	2.50	
Schumann's Yellow—Strong stems. Pinch low for best results	2.50	
Snow White—Good white for Easter and later	2.00	5.00
Sunset—Heavy spiked golden bronze	1.50	4.00
Sun-Tan—Orange tan. Extra-early	1.00	2.50
Terry's Surprise Improved—Rose shaded orange	1.50	4.00
Velvet Beauty—American Beauty red	1.00	2.50
Westover Fringed White	1.00	2.50
White Cheviot Maid	1.00	2.50
White Prosperity—Long-stemmed clear white	1.50	4.00
White Wonder—Pure white, on strong wiry stems	1.50	4.00
Yellow Cheviot Maid—Yellow	1.00	2.50

BEGONIA



Bogonia Red Pearl

			Tr. pkt.
Carmen —Dull bronze foliage with bright rose flowers —			
	1/64 oz. \$1.75	1/32 oz. \$3.25	\$1.00
Christmas Cheer —Crimson		1/32 oz. 2.50	1.00
Erfordi —Rose Carmine		1/32 oz. 1.50	.75
Elegant —White attractively edged crimson, clear green foliage that contrasts well with the flowers.....			1.00
Fire Sea or Blaze of Fire —Extra dwarf. Green foliage. Large fiery red flowers			1.00
Gracilis Indian Maid —Deep bronze, shiny leaf with red flowers....			1.00
Luminosa Compacta —Dark brown foliage hidden by the mass of medium sized bright scarlet blossoms	1/64 oz. \$2.25		1.00
Luminosa —Red		1/32 oz. 2.00	1.00
Prima Donna —Carmine Rose		1/32 oz. 3.00	1.00
Pink Pearl —(Rosa Pearl)—Dwarf compact habit, 6/8" height. This Begonia is excellent for pot culture. The plants form perfect balls, and the flowers are well above the fresh green foliage			1.00
Red Pearl —(Rote Pearl)—Same as above in growth, height and blooming habit. Brilliant dark scarlet in color			1.00
Salmon Queen —Cinnabar red, very free blooming			1.00
Semperflorens Lightning			1.00
White Pearl —Best white light green foliage			1.00

CALCEOLARIA

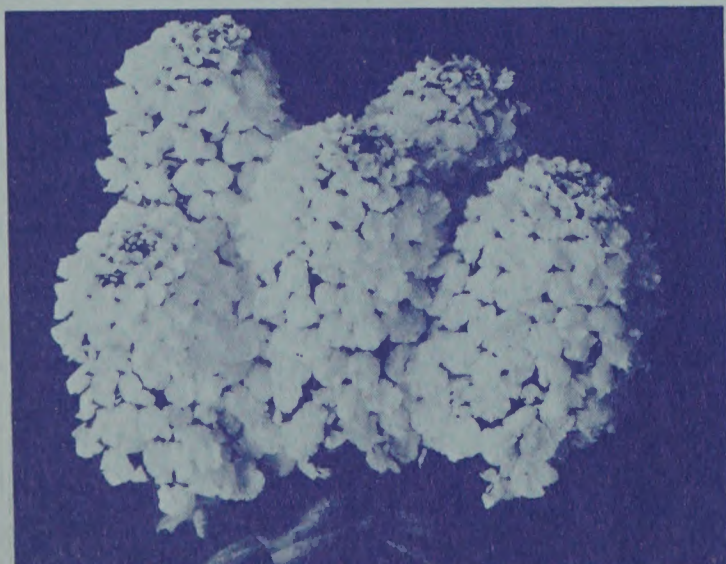
	Tr. pkt.
Hybrida Grandiflora —Tall mixed	\$1.00
Hybrida Grandiflora Compacta —Dwarf. Fine Tigered and Spotted Mixed	1.00
Hybrida Multiflora Nana —Compact growth of medium size with brightly colored flowers. The most popular strain	1.00
Multiflora Nana Golden Tiger —Golden yellow flowers with dark brownish red dots	1.00
Multiflora Nana Indian-Prince —Rich dark Scarlet with Orange suffusion	1.00

CALENDULA

	Tr. pkt.	¼ oz.	Oz.	¼ lb.
Sensation or Campfire Improved —Best of all Brilliant Orange. Scarlet Sheen	\$.40	\$.60	\$2.00	\$6.50
Ball's Gold —Long stemmed, large, deep golden yellow40	.60	2.00	6.50
Ball Long Orange Improved —Bright golden yellow with light eye. The extra large flowers and long stems make this an outstanding variety40	.60	2.00	6.50
Ball's Orange —Glowing Orange40	.60	2.00	6.50
Lemon Queen —Deep lemon yellow with dark brown eye. Contrasting colors make this yellow variety very effective40	.60	2.00	6.50
Ball's Supreme —Orange with dark brown center; unusually free flowering40	.60	2.00	6.50
Masterpiece — Long stemmed, clear orange flowers with dark center40	.60	2.00	6.50



Calendula Campfire



Candytuft Giant Hyacinth

CANDYTUFT

	Tr. Pkt.	Oz.	¼ lb.
Giant Hyacinth Flowered White —A very superior strain growing 1½ feet high with immense trusses of bloom. We believe it the finest strain to be had.....	\$2.00	\$7.75	\$22.25

UMBELLATA VARIETIES

	Tr. Pkt.	Oz.	¼ lb.
Carmine	\$.15	\$.50	\$1.25
Lavender15	.50	1.25
Pink —Flesh Color15	.50	1.25
Rose Cardinal —Brilliant Rosy Red15	.50	1.25
White15	.50	1.25



CYCLAMEN SEED

Gloekner STRAIN

This strain, which is produced by one of the foremost Cyclamen Specialists in Europe, is considered a long step forward in the introduction of new colors.

In offering this strain to the trade, we are introducing new pastel shades of decidedly different colors. We feel that new colors are vitally necessary if renewed interest is to be had in the production and use of Cyclamen.

We have placed an asterisk beside the colors we consider the better of the new shades, the standard shades are also included and are considered an exceptional strain.

	100 Seeds	1000 Seeds		100 Seeds	1000 Seeds
* 1. Bright Red	\$1.20	\$10.00	*13. Dark Pink with strong salmon sheen	2.00	18.00
2. Light Pink	1.20	10.00	*14. Lilac color with salmon shading	2.00	18.00
3. Pink with dark eye (Rose of Marienthal)	1.20	10.00	*15. Salmon Pink with White rim	2.00	18.00
4. Lilac	1.20	10.00	*16. Pink with dark shaded oblong stripes	2.00	18.00
5. White with dark eye	1.20	10.00	17. America—scarlet salmon	1.75	16.00
* 6. Pure White	1.20	10.00	*18. Fringed with red selvage and dark eye	2.00	18.00
7. Dark Salmon (Glory of Wandsbek or Perle of Zehlendorf)	1.50	12.00	19. Saffron Red with salmon sheen	2.00	18.00
8. Light Salmon (Rose of Zehlendorf Improved)	1.50	12.00	*20. Exquisite—Pink salmon with white rim	2.50	20.00
9. Dark Red with salmon sheen	1.50	12.00	*21. Pink Pearl (Apple-blossom with dark eye)	2.50	20.00
10. Salmon with ivory sheen	1.50	12.00	*22. Peach (purest Peach Blossom color)	2.50	20.00
11. Rococo, Finest Mixed	1.50	12.00	*23. Cattleya (pale lavender lilac blue)	2.50	20.00
12. Bonfire	1.75	16.00	*24. Sunset (beautiful strong orange)	2.50	20.00

Binneweis Strain

Nos.	100 Seeds	1000 Seeds
1 Dark Blood Red	\$1.20	\$10.00
2 Bright Red	1.20	10.00
3 Pure Rose	1.20	10.00
4 Rose of Marienthal Improved—Bright Pink	1.20	10.00
5 White With Carmine Eye	1.20	10.00
6 Pure White	1.20	10.00
7 Bonfire—Brilliant Scarlet	1.75	16.00
8 America Improved—Golden Salmon	2.00	16.00
9 New Salmon Rose Improved	1.60	13.00
10 Glory of Wandseek or Perle Zehlendorf—Salmon Red	1.50	12.00
11 Rose of Zehlendorf—Salmon Pink	1.50	12.00
12 Orange Beauty	2.00	17.00
15 Saffron Red	1.40	11.00
19 Lavender	1.20	10.00
21 Pink Pearl (Novelty)	2.00	17.00

WHEN ORDERING CLEARLY STATE STRAIN DESIRED.



Siter's Rainbow Strain Cineraria

CINERARIA

"Siter's Rainbow Strain"

(The Commercial Cineraria)

The outstanding feature of this Commercial Cineraria are the medium large flowers ranging in color from the **bright-eyed types** to the finer **pastel shades**; surpassing anything previously introduced.

Although it carries immense flower heads, its compact growth and small round leaves require little room making it a profitable item to grow. It is sure to please your most discriminating trade and we are proud to offer this as a *Gloekner* introduction.

Originator's Packets — \$2.00 each

- Cremer's Prize Strain**—This strain has been greatly improved by the originator—has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors
- Hybrida Grandiflora**—Semi-dwarf mixed
- Multiflora Nana**—Potsdam strain, dwarf, large compact flowers. Fine mixture
- Stellata Hybrida Mixed**—Star shaped flowers. Very desirable

Tr. pkt.	1/32 oz.	1/16 oz.
\$1.50	\$4.50	\$8.00
1.00		
1.00		
.50		

CHRYSANTHEMUMS (Annual)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as cut flowers, but for best results, keep them in water for 24 hours before marketing.

	Tr. pkt.	Oz.
Eastern Star —Light yellow15	.25
Eldorado —Bright yellow with dark brown disc. One of the best.....	.15	.25
Morning Star —Primrose yellow15	.25
Evening Star —Sunflower yellow15	.25
Northern Star —Pure white15	.25

CENTAUREA CYANUS (Cornflower)

Popular free-flowering annuals. Now largely grown under glass for Mother's Day sales, also for Decoration Day.

	Tr. pkt.	Oz.	¼ lb.
Blue Boy —Excellent for forcing15	.40	1.25
Pinkie15	.40	1.25
Rose15	.40	1.25
White15	.40	1.25
Suaveolens —(Yellow Sweet Sultan or Grecian Cornflower)—Very showy large bright yellow flowers; sweetly scented and popular sort for cutting; lasting well15	.45	



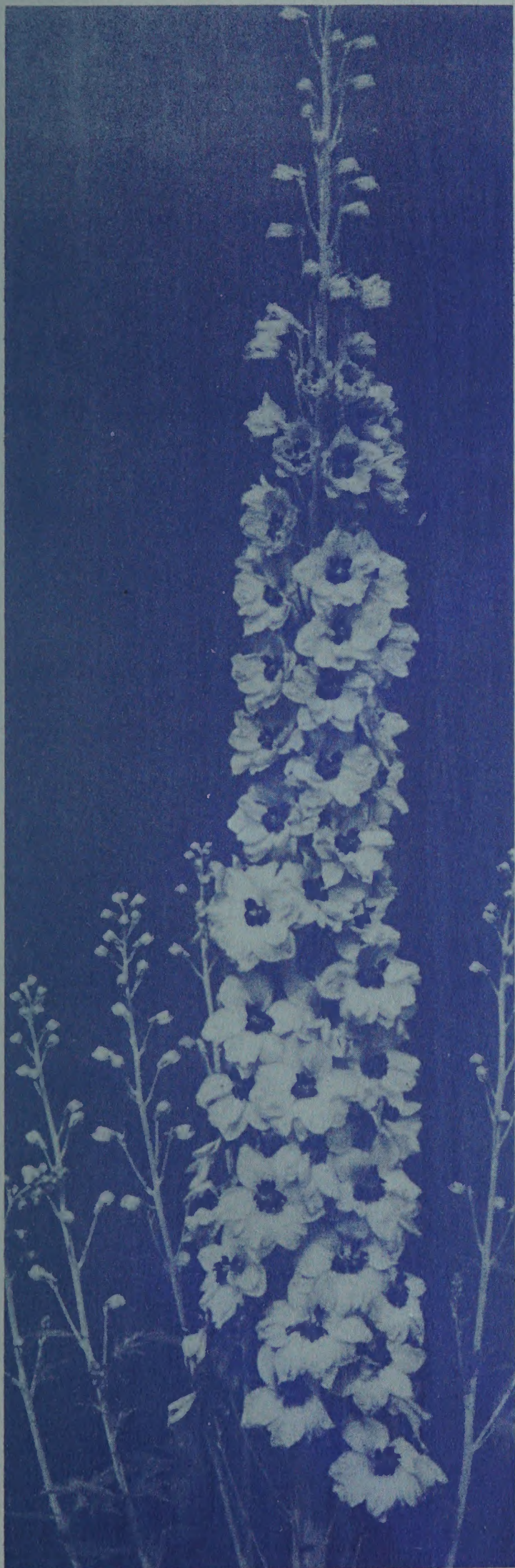
Annual Chrysanthemums

DELPHINIUM PACIFIC STRAIN Vetterle & Reinelt

WE SUPPLY ONLY THE ORIGINATOR'S STRAIN

This is the finest strain, of Delphinium yet introduced. From our personal observations in the field, this is, and will prove the leader in Delphinium of the better types.

The flowers are immense size, well set on strong straight stems. They do not shatter and are 60% to 80% mildew resistant. We offer these Delphinium with confidence and pleasure.



1941 NOVELTIES

CAMELIARD SERIES

A pure lavender self, with white bee, possessing classical perfection of form of the individual flowers, which are very round and flat. Beautifully balanced spikes combine with excellent growing habits.

ROUND TABLE SERIES

This represents all the color combinations of the Knights and their Ladies which will eventually be introduced. This year some three hundred different crosses were used to make up this group, combining all the newest color developments and possessing size that will make them invaluable for show purposes.

1940 NOVELTIES

BLUEJAY

The color is striking clear medium to dark blue, very intense and alive with dark contrasting bee. Every delphinium lover seeks the true blue color which is so rare in nature and so difficult to obtain.

BLACK KNIGHT

The individual florets, 2 to 3 inches in diameter, are Dark Purple, beautifully rounded form with heavy velvety texture which gives the color a luminosity and vividness not seen before. Very large well formed spikes.

Tr. Pkt. \$2.00 1/8 oz. \$4.00 1/4 oz. \$7.00 1 oz. \$24.00

GALAHAD SERIES

The flowers are Clear White, averaging three inches in diameter with heavy glistening texture, pyramidal spikes with well spaced flowers, good branching habit, strong whippy stems with a high percentage of mildew resistance.

KING ARTHUR SERIES

Brilliant Royal Violet with large white bee. Individual florets 2 1/2 inches in diameter, thin woody stems, small foliage, graceful spikes. Excellent for both cut flowers. Mildew resistance from 80 to 90%.

GUINEVERE SERIES

Light Pink Lavender self with white bee. Individual florets 2 1/2 to 3 inches in diameter, large spikes, excellent branching habits. For cut flower and show purposes. Mildew resistance—50 to 70%.

SUMMER SKIES SERIES

Clearest Light Blue with white bee. Individual florets 2 to 2 1/2 inches in diameter. Thin woody stems with very strong branching habits. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

Tr. Pkt., \$1.25 1/8 oz., \$2.50 1/4 oz., \$4.50 Oz., \$14.00

	Tr. Pkt.	1/8 oz.	1/4 oz.,	1 oz.
Light Blue Shades	\$1.00	\$2.00	\$3.50	\$12.00
Dark Blue Shades	1.00	2.00	3.50	12.00
Lavender Shades	1.00	2.00	3.50	12.00
Pastel Shades	1.00	2.00	3.50	12.00
White	1.00	2.00	3.50	12.00
Pacific Hybrids Mixed	1.00	2.00	3.50	12.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Blackmore & Langdon Strain	\$.75	\$5.00
Cliveden Beauty (Improved Belladonna) — Select strain.		
Turquoise Blue40	2.00
Bellamosum—Dark Blue. Of Belladonna habit of growth	.40	2.00
Gold Medal Hybrids—Large flowering. Tall25	1.50
Wrexham Hybrids—Blending of light and dark shades50	5.00

CHINENSIS

	Tr. Pkt.	Oz.
Alba—Pure white	\$.35	\$2.00
Cambridge Blue35	2.00
Liberty Larkspur—Dark Blue35	2.00
Finest Mixed15	.75

DIDISCUS

Coerulea—(Blue Laceflower) Tr. pkt. Oz. .15 .80

EXACUM

Affine—Light Blue flowers Tr. pkt. \$1.00
Affine Atrocoeruleum—Fragrant Blue flowers; plants very dwarf; excellent for pots and baskets 1.00

GREVILLEA—(Silk Oak)

Robusta—A splendid foliage plant; makes an ideal base for made-up holiday baskets; easily raised from seed Tr. pkt. Oz. .25 .85

GYPSOPHILA—(Baby's Breath)
(Annual)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

London Market Improved per 1/4 lb., 60c per lb. \$1.75 .25

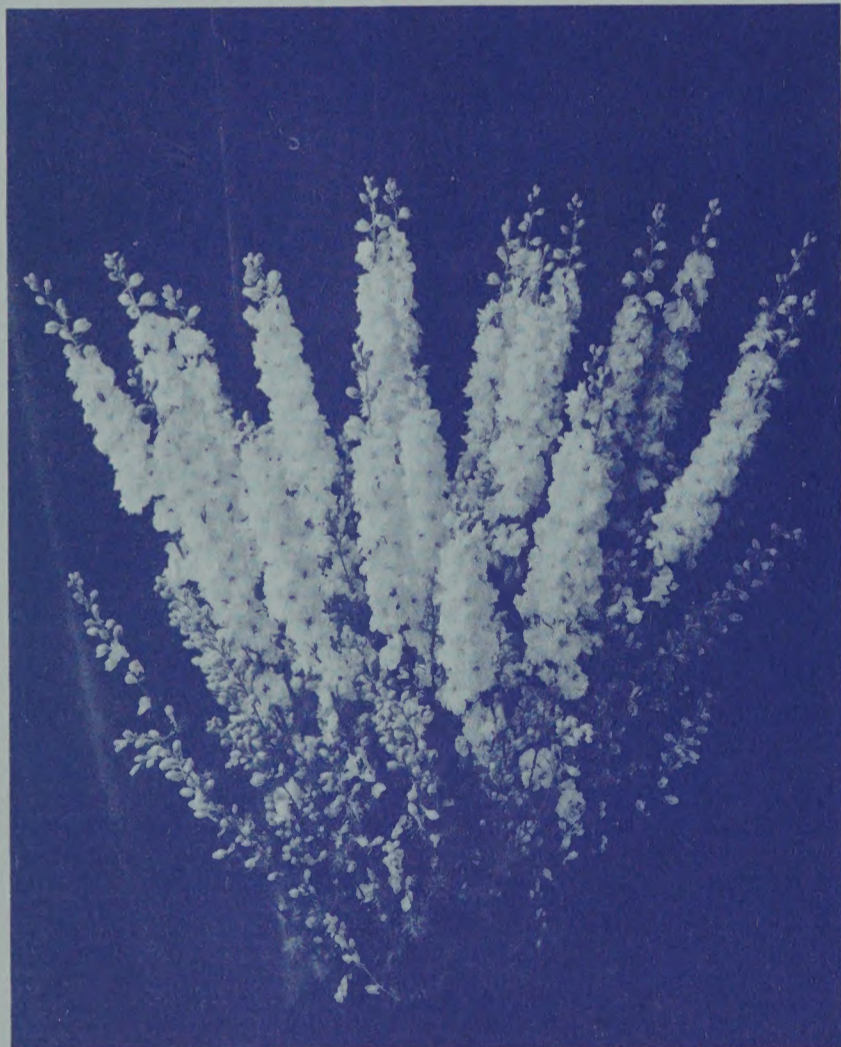


Gypsophila London Market Improved

ANNUAL LARKSPUR

GIANT IMPERIAL or BASE BRANCHING

Tall, upright, compact, basal branching in habit, the Giant Imperials have superseded all other types of Larkspurs for florists' and general garden use. The delphinium like spikes or double flowers, carried on stems 4'-5' long, are compactly placed on the upright growing plants, requiring only about one-half the space needed for the old stock flowered type of Larkspur.



Larkspur

	Tr. Pkt.	Oz.	Lb.
Blue Bell —Azure blue	\$.25	\$1.00	\$10.00
Blue Spire —Very deep violet blue25	1.00	10.00
Carmine King —Deep carmine rose25	1.00	10.00
Daintiness —Delicate lavender25	1.00	10.00
Dazzler —Rich scarlet25	1.00	10.00
Exquisite Pink Improved —Soft pink shaded salmon25	1.00	10.00
Exquisite Rose —Rose pink25	1.00	10.00
Gloria Improved25	1.00	10.00
Lilac Spire25	1.00	10.00
Los Angeles Improved —Brilliant pink on Salmon25	1.00	10.00
Miss California —Deep rose on salmon25	1.00	10.00
Pink Perfection (New) Beautiful shade of lively light salmon pink.....(1/4 oz., \$.75—1/2 oz., \$1.25)40	2.25	
Sweet Lavender —Lavender color25	1.00	10.00
The Empress Improved —Salmon rose25	1.00	10.00
White King —Glistening white, huge flowers25	1.00	10.00
White Spire —Pure white, early25	1.00	10.00

LUPINUS (Annual)

New Giant King

A new improved strain. 3 to 4 ft. tall. King Lupines have the base branching habit, with four to six long spikes to the plant. Each spike has from 25 to 50 more blooms than the Hartwegii type. The blooms are also a little larger.

King Blue (Oxford Blue)25 .50
King White (Pure White)25 .50
King Mixed25 .50

HARTWEGII

..... Tr. pkt. Oz.
Pink15 .35
Rich Blue15 .35
Sky Blue15 .35
White15 .35

MIGNONETTE

Tr. Pkt. Oz.

Valuable for cutting on account of its fragrance.

Giant New York Market—(Selected Florist Strain) \$1.00 \$6.00

MARIGOLDS

Tr. Pkt.

Liebs Winter Flowering—Deep brown with golden yellow crested center. An excellent winter cut flower with good keeping qualities and a distinctly sweet odor..... .50



Pansy Swiss Giant

PANSIES

Gloeckner's Superfine "Non Plus Ultra" — This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade

Gloeckner's Exhibition Mixed

Roggli Swiss Giant Imp. Mixed

Coronation Gold—Canary yellow; lower petals flushed golden orange, slightly spicy scented

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
\$1.00	\$1.50	\$2.75	\$10.00
.50	1.25	1.75	6.50
.50	1.25	2.00	7.00
.50	1.50	2.50	8.00

SWISS GIANT SEPARATE COLORS

Roggli's Giant Alpenglow —Cardinal shades	\$.50	\$1.00	\$1.75	\$ 6.00
Roggli's Giant Berna —Dark violet blue50	1.00	1.75	6.00
Roggli's Giant Blue —(Ullswater)—Rich clear blue50	1.00	1.75	6.00
Roggli's Giant Luna —Sulphur yellow self	1.00			
Roggli's Giant —Pure White	1.00			
Roggli's Giant Rheingold —Yellow with blotch50	1.00	1.75	6.00

PETUNIAS

ALL DOUBLE DWARF VICTORIOUS STRAIN

We recommend that you place your order at once for all Double Petunia to be sown early. Seed ready for delivery from October on.

	Tr. Pkt. 3	Tr. Pkt. 1/64 oz.	1/32 oz.
Amaranth Red —Dwarf as Gottfried Michaelis with beautiful Amaranth Red	\$2.00	\$5.00	\$6.50 \$12.50
Loveliness —La France pink, identical in every way except color to our World Beauty.....	2.00	5.00	6.50 12.50
Orchid Beauty —Orchid or Light Lilac, heavily veined deeper Lilac or Violet	2.00	5.00	6.50 12.50
Violet Blue —(Sakata)—Large fringed flowers of a rich velvet-like violet blue color. The habit of growth is dwarf and bushy.....	2.00	5.00	8.00
World Beauty Dwarf —(Rosy Carmine)—Beautiful large Rosy Carmine-Pink flowers. Finely fringed, particularly desirable for pot plants and bedding. One of the best of Dwarf Double Petunias	2.00	5.00	6.50 12.50
All Double White —This is equalled in dwarfness to our Victorious Mixed and World Beauty	2.00	5.00	6.50 12.50
Victorious Dwarf Mixed —(All Double, Giant Fringed)—This mixture is a special blend of separate colors containing many bright and intermediate shades of Double Dwarf Giant Fringed Petunias	2.00	5.00	6.00 11.00

This strain has the largest percentage of all Double Flowers to date. It has no Single Flowers being either Double or Semi-Double. Because of high breeding the above varieties cannot be expected to germinate one hundred per cent.

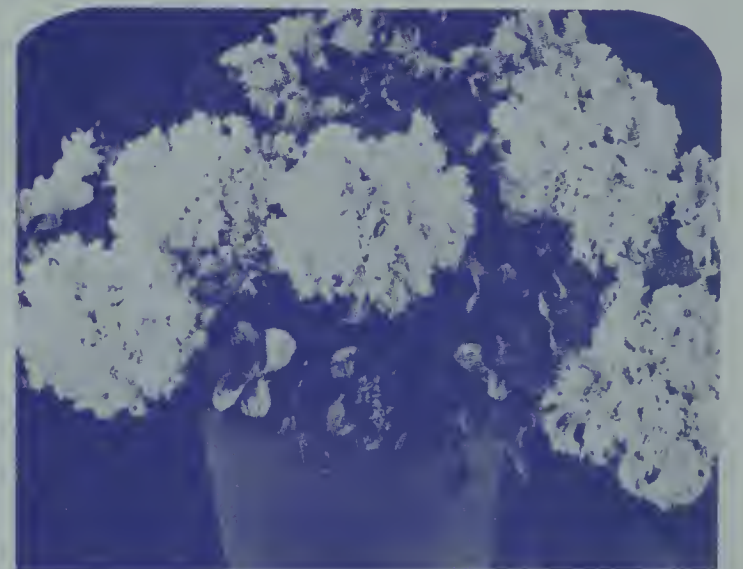
PRIMULA MALACOIDES "ERIKSSONI"

	Tr. Pkt.
Brilliancy —Attractive dark red.....	\$1.00
Baby Alba —Pure white	1.00
New Baby —Extra large, fairly deep rose	1.00
Baby Rose —Compact growth, extra deep rose	1.00

SCHIZANTHUS

Tr. Pkt. 1/4 oz. Oz.

Blackmore & Langdon Blotched Strain —Dark and light shades, each flower with contrasting dark extra large blotch, large flowers, free flowering ...	\$1.00	
Excelsior Compactus Finest Mixed —Popular shades, compact, 6" pyramidal, very free flowering, excellent for pot plant use50	\$1.00
Brilliant Blend		\$4.00



Petunia All Double

PRIMULA GIANT MALACOIDES

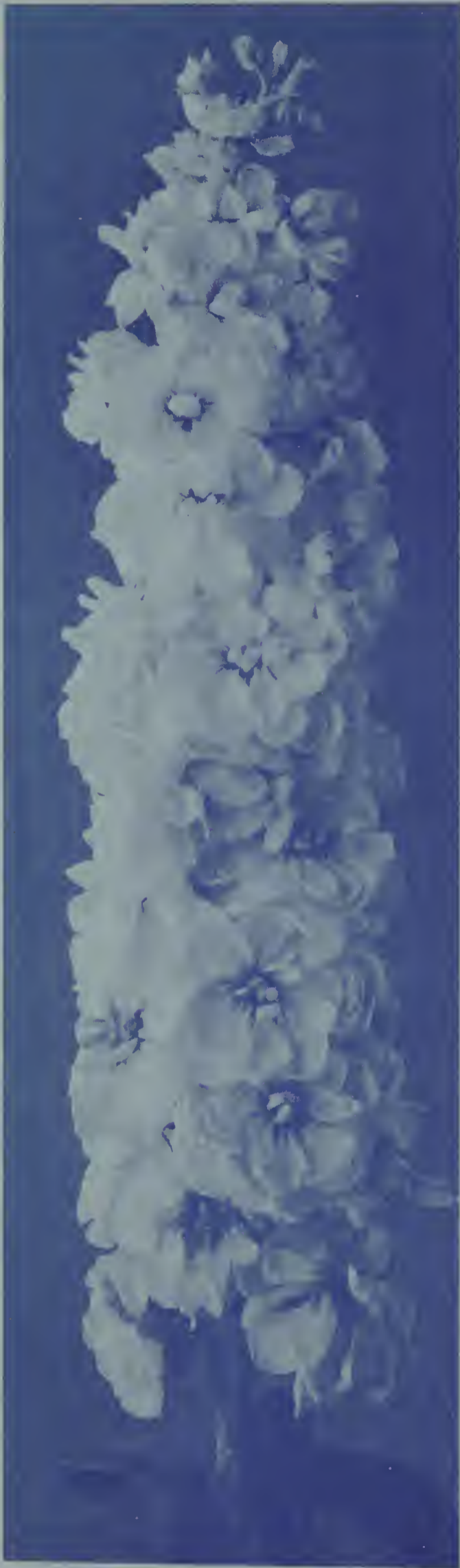
Tr. Pkt.

Double Fairy Jewels —Rich rose pink florets lying flat in double rows. When fully opened the color is deeper.....	\$1.50
Enchantress —Beautiful soft salmon rose. The well rounded flowers are 7/8-1" in diameter and produced in profusion.....	1.50
Snowflake —Flowers are pure, shimmering, snow white	1.00
Giant Malacoides Mixture —All the above with others still in the development stage; including a delightful bi-color pink and white	1.00

STATICE SUWOROWII

Tr. Pkt. Oz.

Russian or Rat Tail Statice — A very ornamental variety with long graceful spikes of rose pink flowers. Seed sown early outdoors will bloom in July. For the greenhouse seed started in October and spread on light shallow soil will flower from February to May. 45 degrees is best temperature25	.75
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VINCA (Periwinkle)

An Excellent Bedding Plant — Sow seed early

	Tr. Pkt.	Oz.
Alba Pura—Pure White	\$.20	\$.90
White with Eye.....	.20	.90
Rosea—Pink20	.90

STOCKS

(NON BRANCHING OR EXCELSIOR COLUMN STOCKS)

	Tr. Pkt.	1/4 oz.	Oz.
Dark Blue	\$1.00	\$2.25	\$ 8.00
Gardenia—(New)—Shimmering glistening white	1.25	4.50	15.00
Malmaison Pink	1.00	2.25	8.00
Old Rose	1.00	2.25	8.00
Rose Pink—Beautiful Clear Rose Pink.....	1.50	4.50	16.00
Ruby	1.00	2.25	8.00
Silvery Lilac—Lavender.....	1.00	2.25	8.00
White	1.00	2.25	8.00

GIANTS OF CALIFORNIA

	Tr. Pkt.	1/4 oz.	Oz.
Pacific—Blue	\$.50	\$1.00	\$3.50
Rose Light—Bright Rose.....	.50	1.00	3.50
Santa Maria—White50	1.00	3.50
Yosemite—Rose50	1.00	3.50

BISMARCK OR BRANCHING STOCKS

Early Giant Imperial

	Tr. Pkt.	1/4 oz.	Oz.
Antique Copper—Fine copper-red	\$.35	\$1.00	\$3.00
Buttercup—Rich Yellow35	1.00	3.00
Canary Yellow—Golden Ball35	1.00	3.00
Chamois—Ivory, tinted Old Rose35	1.00	3.00
Dark Blue or Purple35	1.00	3.00
Elk's Pride—Rich deep purple.....	.35	1.00	3.00
Fiery Blood Red35	1.00	3.00
Flesh—Bright flesh.....	.35	1.00	3.00
Golden Rose—Light golden Rose35	1.00	3.00
Lavender—Silvery Lilac35	1.00	3.00
Old Rose35	1.00	3.00
White35	1.00	3.00

SWEET PEAS

EARLY OR WINTER FLOWERING

	Oz.	1/4 lb.	Lb.
Annie Laurie—Pure Rose Pink	\$.35	\$1.00	\$3.50
Ball Orange Improved—Clear deep Orange50	1.75	5.50
Ball Rose Improved45	1.40	4.00
Blue Bonnet—Best clear blue35	1.00	3.50
Boon—(New)—Deep Coral Pink35	1.35	4.50
Bridesmaid—Light Rose or Silvery Pink35	1.35	4.50
Fragrance—Clear Lavender35	1.00	3.50
Grenadier—Dazzling Scarlet35	1.00	3.50
Harmony—Clear Lavender35	1.00	3.50
Hope—(Black Seeded) Pure White35	1.25	4.00
Jeanne Mamitsch—Rich Pink35	1.40	3.50
Josie—Brilliant Rose Pink, Long Stems35	1.25	4.00
Laddie Improved—Long Stemmed Giant Rose, Pink....	.35	1.00	3.50
Lavanda—Clear Lavender35	1.25	4.00
Majestic Rose—Deep Brilliant Rose Pink35	1.25	3.50
Mrs. Herbert Hoover—Clear Blue35	1.00	3.50
Pride—Pure Deep Even Cerise35	1.00	3.50
Princess Blue—Rich belladonna Blue50	1.75	5.50
Rose Queen Improved—Rose Pink35	1.00	3.50
Sequoia—Golden Salmon Cerise, Large Flowers35	1.25	4.00
Shirley Temple—Delightful Soft Rose Pink40	1.40	5.00
Snowstorm—White35	1.00	3.50
Triumph—Lilac Mauve, Long Stemmed35	1.35	4.50
White Harmony—(Black Seeded)35	1.00	3.50
Valencia—Sun Proof Orange40	1.40	5.00
Zvolaneck's Rose35	1.00	3.50

SWEET PEAS (Summer Flowering)

We are in a position to supply all varieties at market price.

FINE PERENNIAL SEEDS



Aquilegia Long-Spured

ACHILLEA (Millfoil, Yarrow)

Filipendula Parker's Variety—Large yellow showy flower heads.....1/4 oz. .75	Tr. pkt. \$.35	Oz. \$2.80
The Pearl—Abundant small white double flowers35	2.80

ACONITUM

Fischeri—Compact. Bright blue flowers35	2.00
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ADONIS

Vernalis—Large yellow flowers40	2.50
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AGATHEA

Coelestis (Blue Daisy)—Marguerite like flowers. Fine for Greenhouse.....	.25	1.25
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AGROSTEMMA

Coronaria Atrosanguinea—Deep crimson15	.30
Coronaria Alba—White15	.30

ALYSSUM

Saxatile Compactum—Bright yellow15	.80
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AMPELOPSIS

Veitchi (Boston Ivy)	per lb., \$2.50	.30
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ANCHUSA

Italica Dropmore—Gentian Blue	Tr. Pkt. .15	Oz. .50
Myosotidiflora—Blue Forgetmenot like flowers	1/4 oz. \$2.50	.50
		8.00

ANEMONE CORONARIA (Windflower)

French—(Caen) Varieties fine mixed25	1.00
His Excellency—Single fiery scarlet35	1.50

ANTHEMIS

Kelwayi—Hardy Marguerite. Yellow flowers. Fine for cutting15	.50
Tinctoria, Perry's Variety—An improved form, of deep golden yellow25	1.50

AQUILEGIA

	Tr. pkt.	Oz.
Californica Hybrids—Mixed30	2.00
Coerulea—Blue40	2.50
Rose Queen50	3.50
Long Spurred Blue Shades35	3.00
Long Spurred Orange & Scarlet Shades50	3.50
Long Spurred Pink & Rose Shades35	3.50
Long Spurred Mrs. Scott Elliotts Strain—Best Mixture50	3.50

ARABIS

Alpina White—Good for edging and rock gardens15	.50
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ARMERIA

Formosa Hybrida—Various shades of rose pink25	1.50
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ASCLEPIA

Tuberosa—Very showy and popular native plant, during July and August bearing flowers of brilliant orange scarlet.....	.35	2.50
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ASTERS

Alpinus Mixed Varieties35	2.50
Michaelmas Daisy—Newest varieties mixed50	3.00

AUBRIETIA

Large Flowering Hybrids—Blue and rose shades35	2.50
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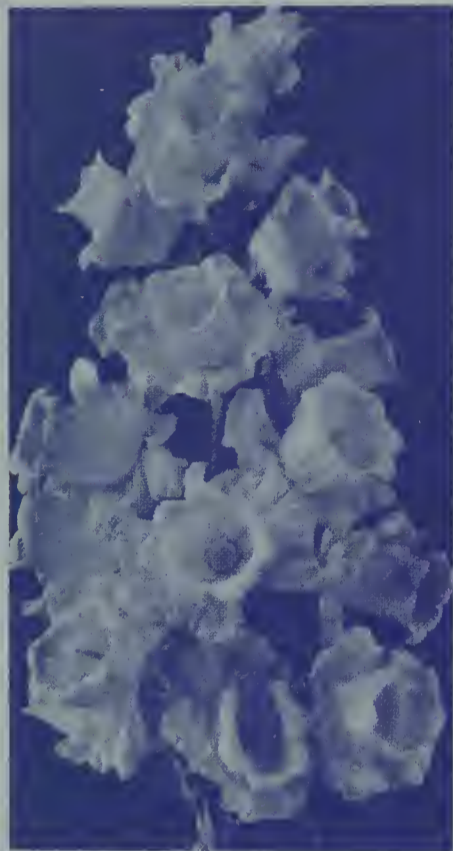
BAPTISIA

Australis (False Indigo)—Dark blue15	.40
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Anemone Coronaria

FINE PERENNIAL SEEDS



Campanula Calycanthera

BELLIS PERENNIS

	Tr.	Pkt.	Oz.
Monstrosa Etna (English Daisy)—Dark red35		3.00
Monstrosa White (English Daisy)35		2.60
Monstrosa Pink (English Daisy)35		2.60
Monstrosa Mixed (English Daisy)35		2.60

BROWALLIA

Speciosa Major —Brilliant blue. Suitable for pot plants50		
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CAMPANULA

Calycanthera Blue (Cup and Saucer Type)—Best for cutting25		1.50
Calycanthera Lilac " "25		1.50
Calycanthera Pink " "30		2.00
Calycanthera White " "30		2.00
Calycanthera Mixed " "25		1.50
Persicifolia Blue (Peach Bell)—Very hardy50		
Persicifolia Alba (Peach Bell)—Very hardy50		
Pyramidal Alba —Hardy. Good for outdoor or Pot culture25		1.50
Pyramidalis Blue —Hardy. Good for outdoor or Pot culture25		1.50
Rotundifolia (Blue Bells of Scotland)—Dainty purple blue flowers, 12"50		

CANDYTUFT

Sempervirens (Iberis)—White. Fine for edging25		\$1.50
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CARNATION

Early Vienna —Very dwarf30		1.75
Grenadin Red35		2.00
Hardy Border Mixed —Very fine selection30		1.25

CENTAUREA

Montana —blue, 1 ft. - 1½ ft.15	.50
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CERASTIUM

Tomentosum —Silvery foliage. White flowers. Excellent for rockeries30	1.30
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COREOPSIS

Lanceolata Grandiflora —Golden yellow. Good for cutting15	.30
Lanceolata Grandiflora Fl. Pl. (Double) —Double form of above15	.50
Mayfield Giant —deep golden yellow, large flowers, early.....	.25	1.30
Double Sunburst —(New), large, golden yellow, fully double flowers50	2.00



Coreopsis

DAISY—SHASTA (Chrysanthemum)

	Tr.	Pkt.	oz.
Alaska —Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for sometime15		1.00
Avalanche —Very free blooming dwarf compact plant (2 ft. high) with large white daisies25		1.25
Diener's Strain —New development with flowers of very interesting form. They vary considerably from fully double strains, no centers, to semi-doubles and singles. Most have curled and twisted petals. Some have broad petals, others are very slender and twisted25		
Mayfield Giant —Extremely large flowers measuring three to four inches in diameter. Strong robust growth, 2½ to 3 feet tall.....	.25		1.00
Spring Margurite —Large flowers, same characteristics as the Mayfield Giants except habit of growth is six inches to a foot shorter. This variety flowers earlier in the season.....	.20		.50

DIANTHUS

Deltoides (Maiden Pink)—Deep rose, 8"25		1.50
Neglectus (Glacier Pink)—Rose, hardy		per 1000 seeds, \$3.00	
Plumarius Double Mixed —Hardy garden pinks25		1.25
Superbus Loveliness —Rosy, lilac, finely fringed, free flowering, plants 12"-15" ..	1.00		
Sweet Wivelsfield —Excellent for cutting. Great variety of colors25		1.00

DIGITALIS (Foxglove)

Monstrosa Mixed20		.75
The Shirley —Giant hybrids, spotted throats15		.50

See our Spring Catalog for a complete list of Florists' Flower Seeds. A copy will be mailed you on request.



FLOWER

SEEDS

FINE PERENNIAL SEEDS DELPHINIUM

PACIFIC STRAIN (Vetterle & Reinelt)

	Tr. Pkt.	1/8 oz.	1/4 oz.	1 oz.
Cameliard Series —(1941 Novelty)—Pure lavender self with white bee.....	\$2.00	\$4.00	\$7.00	\$24.00
Round Table Series —(1941 Novelty)—This group combines all the newest color developments	2.00	4.00	7.00	24.00
Black Knight —(1940 Novelty)—Dark Purple heavy velvety texture.....	2.00	4.00	7.00	24.00
Galahad Series —Enormous flowers of pure white color	1.50	2.75	5.00	16.00
King Arthur Series —Brilliant royal violet, large white bee	1.25	2.50	4.50	14.00
Guinevere Series —Light pink lavender self with white bee	1.25	2.50	4.50	14.00
Summer Skies Series —Clearest blue with white bee	1.25	2.50	4.50	14.00

STANDARD COLORS

Lavender Shades	1.00	2.00	3.50	12.00
Pastel Shades	1.00	2.00	3.50	12.00
Light Blue Shades	1.00	2.00	3.50	12.00
Dark Blue Shades	1.00	2.00	3.50	12.00
White	1.00	2.00	3.50	12.00
Pacific Hybrids Mixed	1.00	2.00	3.50	12.00

FOR A COMPLETE DESCRIPTION OF THE ABOVE VARIETIES SEE PAGE

OTHER STRAINS

	Tr. Pkt.	Oz.
Clividen Beauty —(Belladonna Improved)— Select strain. Turquoise blue	\$.40	\$2.00
Bellamosum —Dark blue40	2.00
Blackmore & Langdon Strain —Immense flowers. Fine mixture of blue shades75	5.00
Gold Medal Hybrids —Splendid mixture25	1.50
Wrexham Strain —Celebrated English Hollyhock strain50	5.00

EUPATORIUM

Fraseri —(Hardy Ageratum)—White. Fine for cutting	\$.25	\$1.00
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GAILLARDIA

Burgundy —Coppery scarlet self	\$.30	\$2.00
Dazzler —Large rich red flowers with orange tip. Fine for cutting25	1.50
Goblin —(New)—Dwarf, compact50	
Portola Hybrids —Red with golden tips. Excellent for cutting25	1.50
Tangerine —True Tangerine color. Good for cutting25	1.60

GENTIANA

Acaulis —Deep blue. Good for rockeries	\$.50	\$3.00
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GEUM

	Tr. Pkt.	Oz.
Mrs. Bradshaw —Brilliant scarlet. Double flowers. Good for cutting	\$.25	\$1.75
Lady Stratheden —Double golden yellow. Excellent for cutting25	1.75

GYPSOPHILA

Paniculata —(Single)—Hardy, Graceful sprays of white flowers	\$.15	\$.40
Pacifica —Rose, 4 ft., blooms when panicu- lata varieties have passed. Excellent for cutting25	2.50
Repens Rosea —Light rose, 6", fine rock plant25	2.50
Repens White —6 ft., fine rock plant25	1.50

HELIANTHEMUM

Mutabile —(Dwarf Sun Rose)—Excellent rock plant, 8" - 12", pastel mixture	\$.25	\$.80
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HEUCHERA

Sanguinea —Fine for cutting.....1/8 oz.,	\$1.50	\$.50
Sanguinea Rosea —Beautiful rose pink. Fine for cutting50	

HIBISCUS

Giant Mallow Marvel Mixed —Very showy. 4 ft. tall. Good for perennial border	\$.15	\$.50
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FINE PERENNIAL SEEDS

HOLLYHOCK Chaters Double

	Tr. pkt.	Oz.
Pink25	1.25
Rose Pink25	1.25
Scarlet25	1.25
Chamois25	1.25
Salmon25	1.25
White25	1.25
Yellow25	1.25
Maroon25	1.25
Newport Pink25	1.25
Mixed25	1.00

LAVANDULA—Sweet Lavender

Vera—Well-known, fragrant hardy perennial. Always in good demand .. .25 .80

LIATRIS

Pycnostachia—Rosy purple. Fine for cutting35 2.50

LUPINUS

Polyphyllus

Rose15	.50
Blue15	.50
White15	.50
Mixed15	.50
Moerheimi —Pink and White flowers. Good for cutting25	1.00
Princess Juliana —Shell pink. Good for cutting25	1.00

LINUM

Perenne (Flax)—Blue. 1½ ft. tall15	.40
Flavum —Yellow. 2 ft. tall25	2.00

LYCHNIS

Chalcedonica—Scarlet flowers

	.15	.40
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MYOSOTIS

Alpestris Victoria —Bright blue. Dwarf. Excellent for bedding35	2.00
Winter Flowering —(Oblongata Blue Bird)—Best for forcing35	2.60
Palustris Semperflorens —Blue. Hardy everblooming25	1.80



Hollyhock, Chater's Double



Physostegia

PENTSTEMON

Sensation —Mixed colors. 3 ft. tall35	2.80
New Hybrids Mixed —Improved type50	2.00

PHYSOSTEGIA

Virginica —Pink. 4 ft. tall. Fine for cutting35	2.00
Virginica Alba —White form of above35	2.00

PLATYCODON

Grandiflorum Blue —For perennial border25	1.50
Grandiflorum Album —White form of above25	1.50
Mariesi —Dwarf. Dark blue35	2.50

POPPY

Coonara Pink Shades —Fine strain. Pink art shades. Long stems35	\$2.00
Nudicaule El Monte —Tangerine orange. Excellent for cutting25	2.00
Oriental Scarlet —Deep red15	1.00
Princess Victoria Louise (Oriental)—Finest salmon25	2.00
Sunbeam Mixed —Splendid Hybrids. Good for cut flowers25	1.75
Oriental Hybrids Mixed20	1.50

PRIMULA

	Tr. pkt.	Oz.
Auricula Mixed —Beautiful colors. 6" high	1/4 oz., \$1.50	.40
Veris (Polyanthus) Giant Munstead Strain —New hybrids. Beautiful shades including yellow and white	1/4 oz., \$2.00	.50
Vulgaris (English yellow Primrose)	1/4 oz., \$.85	.35 3.00

FROM _____

Fred C.
Gloeckner
&
Company,
Incorporated

15 East 26th Street
New York City

FINE PERENNIAL SEEDS

Tr. pkt. Oz.

PYRETHRUM

Roseum Pink—Pink shades. Fine for cutting35	2.00
Hybridum Single Mixed—Good cut flower30	1.50
Hybridum Double Mixed—Good cut flower	1/4 oz., \$2.00	.50

RUDBECKIA

Hirta Autumn Tints—(New)—Bronze autumn shades35	2.00
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SAPONARIA

Ocymoides—Rose colored. Fine for rockeries.....	.15	.60
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SCABIOSA

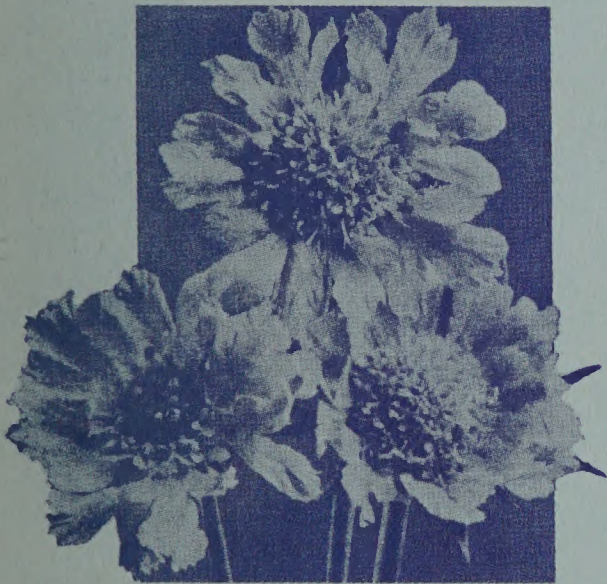
Caucasica Isaac House Hybrids—Improved strain. Flowers range from lavender to dark blue. Excellent for cutting50	3.00
Caucasica Lavender—Good cut flower35	2.50

SEDUM

Acre—The yellow Stone Crop or Wall Pepper, 2-3 inches....	1/8 oz., \$.90	.25
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Pyrethrum



Scabiosa Caucasica

STATICE

Tr. Pkt. Oz.

Caspia—Lilac. Fine for table decoration40	2.25
Dumosa—Silvery gray flowers. Good cut flower25	1.75
Latifolia—Deep blue flowers. Fine for cutting25	1.50

STOKESIA

Cyanea (Corn Flower Aster)—Lavender blue. Excellent for cutting ..	.25	1.40
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SWEET WILLIAM

Single Newport Pink15	.80
Single Scarlet Beauty15	.80
White Single15	.50
Single Mixed15	.60
Double Mixed15	.70

Dwarf Alpinus Midget Mixed—Early flowering type of Sweet William, consisting of light and dark colors mixed. Height 4 to 6 inches. Suitable for border or rock garden planting. 1/4 oz.	1.00	.40	3.50
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THALICTRUM

Tr. Pkt. Oz.

Dipterocarpum—Rosy purple yellow anthers. Excellent for cutting30	1.80
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TRITOMA

Hybrids (Red Hot Poker)25	1.50
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TUNICA

Saxifraga—Rose, 6 inches15	.60
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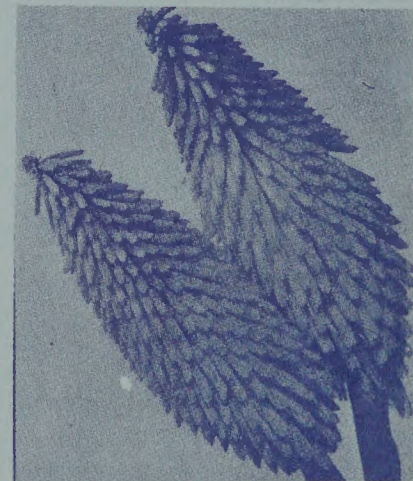
VALERIANA

(Garden Heliotrope)

Mixed15	.60
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VERONICA

Spicata—Bright blue. Fine for bouquets35	1.50
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Tritoma

VIOLA CORNUTA

Tr. Pkt. Oz.

Apricot—Large-flowered true apricot. Very good variety35	4.00
Arkwright Ruby, Hybrida—Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant50	6.50
Blue Perfection,—Large flowered fine light blue35	2.00
Jersey Gem—Deep Cattleya75	
Lutea Splendens—Golden yellow35	2.00
Papilio—Light blue35	2.00
Puck—Upper half purple, lower half yellow, very pretty35	2.25



LILLIES



IRIS



ANEMONE

In addition to seed, *Gloekner* bulbs, plants and cuttings are selected with diligent care as to type, productiveness and freedom from disease so you may have the best upon which to build your prospective crops.